

Abstract Of The Disclosure

An advertising monitoring system is presented in which subscriber selections including channel changes are monitored, and in which information regarding an advertisement is extracted from text related to the advertisement. The text related to the advertisement is in the form of closed caption text, data transmitted with the advertisement, or other associated text. A record of the effectiveness of the advertisement is created in which measurements of the percentage of the advertisement which was viewed are stored. Such records allow a manufacturer or advertiser to determine if their advertisement is being watched by subscribers. The system can be realized in a client-sever mode in which subscriber selection requests are transmitted to a server for fulfillment, in which case the advertisement monitoring takes place at the server side.